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**TO:** CLUB FOR GROWTH  
**FROM:** BRYON ALLEN  
**SUBJECT:** RECENT 2024 PRESIDENTIAL PRIMARY POLLING  
**DATE:** FEBRUARY 3, 2023

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This memo summarizes the findings of a recent poll of n = 3,015 likely 2024 Republican Primary voters nationwide conducted by WPAi from January 17-27, 2023. The poll included a head-to-head ballot between Donald Trump and Ron DeSantis and a multi-candidate ballot including Trump, DeSantis, Mike Pence, Nikki Haley, Tim Scott, Mike Pompeo, and Glenn Youngkin.

**Ron DeSantis leads Donald Trump by nine points in a head-to-head match-up.**

- DeSantis leads by nine with 11% undecided in a head-to-head primary match-up against Donald Trump.

Head-to-Head	
Donald Trump	40%
Ron DeSantis	49%
Undecided	11%

- Trump leads by eleven among very conservative primary voters.
- DeSantis leads by 21 among somewhat conservative primary voters and by 21 among moderate or liberal primary voters.

Head-to-Head	Very Conservative	Somewhat Conservative	Moderate/ Liberal
Donald Trump	52%	35%	30%
Ron DeSantis	41%	56%	51%
Undecided	7%	9%	19%

- DeSantis and Trump are tied among voters who prioritize social issues.
- Trump leads by six among those who prioritize defense and foreign policy issues.
- DeSantis leads by 20 among those who prioritize economic issues.

Head-to-Head	Social Issues Voters	Defense Issues Voters	Economic Issues Voters
Donald Trump	46%	49%	33%
Ron DeSantis	46%	43%	53%
Undecided	8%	8%	14%

- DeSantis leads by seven points among evangelical voters who attend church weekly or more frequently.
- Trump leads by 11 among evangelicals who do not attend church regularly.

Head-to-Head	Church Going Evangelicals	Non-Attending Evangelicals
Donald Trump	43%	50%
Ron DeSantis	50%	39%
Undecided	7%	11%

**On a crowded multi-candidate ballot, Trump leads by four points over DeSantis.**

- Trump receives 37% of the vote, leading Ron DeSantis by four.
- Mike Pence would be in a distant third at 7% of the vote with other candidates with lower single-digit levels of support.

Multi-Candidate	
Donald Trump	37%
Ron DeSantis	33%
Mike Pence	7%
Nikki Haley	5%
Tim Scott	2%
Mike Pompeo	1%
Glenn Youngkin	1%
Undecided	14%

- Trump leads by DeSantis by 16 points among very conservative primary voters on a multi-candidate ballot.
- DeSantis would lead by six among somewhat conservatives.
- More moderate to liberal primary voters scatter on a multi-candidate ballot, giving Trump a two-point advantage.

Multi-Candidate	Very Conservative	Somewhat Conservative	Moderate/Liberal
Donald Trump	51%	32%	26%
Ron DeSantis	35%	38%	24%
Mike Pence	4%	8%	10%
Nikki Haley	2%	7%	9%
Tim Scott	1%	1%	3%
Mike Pompeo	1%	1%	1%
Glenn Youngkin	<1%	1%	1%
Undecided	6%	12%	27%

- Trump would lead by ten points on a multi-candidate ballot among primary voters who prioritize social issues and would lead by 17 among those who prioritize defense issues.
- DeSantis would lead by four among those who prioritize economic issues.

Multi-Candidate	Social Issues Voters	Defense Issues Voters	Economic Issues Voters
Donald Trump	43%	47%	30%
Ron DeSantis	33%	30%	34%
Mike Pence	8%	5%	8%
Nikki Haley	3%	4%	7%
Tim Scott	2%	1%	2%
Mike Pompeo	1%	1%	1%
Glenn Youngkin	<1%	<1%	1%
Undecided	10%	11%	17%

- On a multi-candidate ballot, Trump leads by three points among church-going evangelicals and by 20 among those who describe themselves as evangelicals but don't regularly attend church.

Multi-Candidate	Church Going Evangelicals	Non-Attending Evangelicals
Donald Trump	39%	48%
Ron DeSantis	36%	28%
Mike Pence	10%	7%
Nikki Haley	4%	3%
Tim Scott	1%	1%
Mike Pompeo	1%	1%
Glenn Youngkin	<1%	1%
Undecided	8%	11%

**Methodology**

WPAi conducted polls of n = 3,015 likely Republican primary voters nationwide. Data was collected from an online panel matched to the voter file. Data collection was from January 17-27, 2023. The sample was stratified by geography, age, gender, educational attainment, and vote history to ensure a representative sample. A random sample of this size has a margin of error of  $\pm 1.8\%$  at the 95% confidence level.